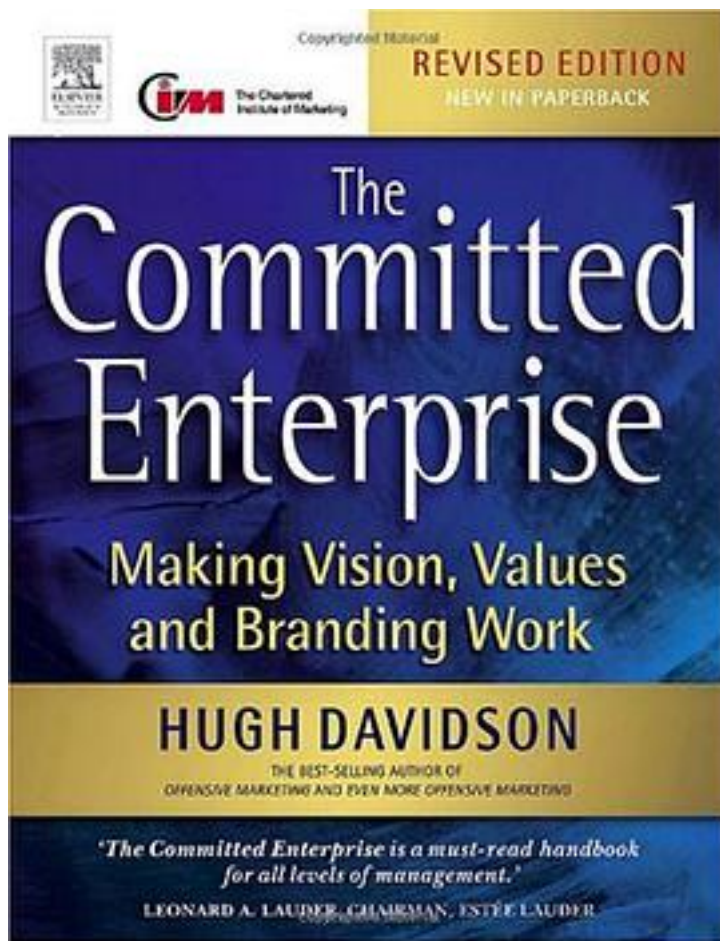


The Committed Enterprise, Second Edition



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It is easier to describe vision and values than implement them. However this updated paperback edition of "The Committed Enterprise" shows how to achieve success by understanding the needs of stakeholders and maximising them. It details the seven

best Practices for making vision and values work and is based on research with leaders from 125 leading enterprises worldwide. Using a unique format to allow fast track or in-depth reading the book includes hundreds of examples from enterprises as diverse as PepsiCo, Caltech, Tesco, Mayo Clinic, BP, New York Police Department, DuPont, UPS and many others. The text is essential reading for managers, and students of strategic organisational strategy. Includes key features such as: a systematic guide to understanding 'unstoppable' organisations, be they firms or orchestras; takes managing vision and values from an art to a science; and gives an unrivalled insight into managing the needs of all corporate stakeholders.

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